



The unique vents allow air to be controlled easily and quickly — just a touch of the finger and air is directed to any part of the automobile interior. The handsome chrome vents and face of the Polaris is all that occupants of an automobile see. This compact engineering concept gives a custom look to any automobile in which it is installed.

Automatic controls are located between the vents and allow complete instantaneous control of air output and temperature. These control systems are the same expertly engineered systems used on all ARA units, and offer maximum efficiency at a minimum of maintenance.



The Polaris fits most full size automobiles which means that most car owners can have air conditioning without sacrificing valuable space. The classic design allows it to be installed in any interior decor and still maintain its custom look.

The Polaris can be installed in a few hours, and service is available nation-wide. ARA stands behind every unit they manufacture with a written warranty to give "all-the-way" effective guaranteed protection wherever the unit is serviced.

ARA MANUFACTURES THE WORLD'S FINEST AUTOMOTIVE REFRIGERATED AIR CONDITIONING TO INSURE



COMFORT ALL THE WAY WITH



ARA MANUFACTURING CO.  
P. O. BOX 685 • GRAND PRAIRIE, TEXAS





WE SERVICE ALL MAKES



Auto Air Conditioning

## CRANE BROS.

AIR CONDITIONING CENTER

Distributor For A. R. A. Air Conditioners

SALES  
&  
SERVICE

7122 N. W. 2nd Ave.  
Miami 50, Fla.  
Phone 751-4771

Dear New Car Owner;

If you did not get an AIR CONDITIONER with your new car, we invite you to come by and look at our beautiful 1963 line of auto air conditioners custom styled to fit your car, and we paint all of our air conditioners to match the interior of your car.

Our new 1963 Polaris unit is so thin that three can now ride in the front seat and not be bothered with a big bulky air conditioner in their way, yet so powerful that it will cool a 9 passenger station wagon with the greatest of ease.

We are enclosing some brochures on our units. If you do not have air conditioning already, please stop by to see us. We can save you many dollars on the purchase of a new unit. Or if your present air conditioner should need repairs, we will save you money on repairs.

A.R.A. AUTO air conditioning is the oldest name in the air conditioning field. We have service throughout 49 States as well as Puerto-Rico and many other countries. Come in today and see and feel the difference in an A.R.A. Auto Air Conditioner.

Our prices start at \$249.95, completely installed. One day service on most all cars, and we will let you use one of our cars while we install your air conditioner. Also we can arrange financing to suit your budget with no money down if you so desire and up to 24 months to pay. We also have free pick up and delivery service to offer.

Our customers are the most important people in our business. They are the life blood of every successful business. We depend on our customers, not them on us. We do ask that you stop by to see us for any of your Air Conditioning needs.

Sincerely yours,  
Crane Bros Air Cond. Center

J.H.Hulsey, General Manager





**COMFORT ALL THE WAY  
WITH THE**

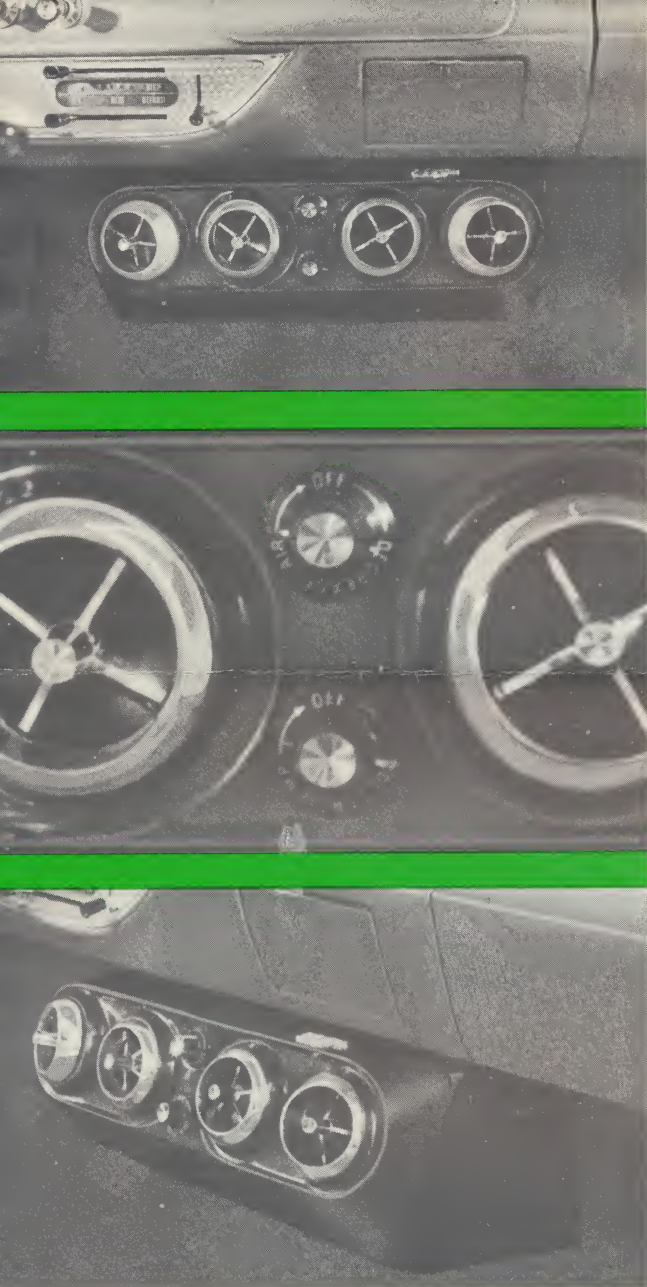


# VEEP



The VEEP by ARA offers air conditioning buyers a unique air delivery principle. The VEEP is a full radius vent dash unit. The complete radius of the super directional vents allows fingertip control in concentrating cool air where it's wanted without affecting over-all coolness. The classic styling of the VEEP marries it perfectly with any car interior. The super directional control of air offered by the VEEP is a desired feature for many car owners.





The full radius vent concentrates the air output into a high volume stream that can easily reach the rear of a station wagon or panel truck. Dual blower wheel efficiency coupled with this unique air delivery gives the Veep a versatility not ordinarily found in under-the-dash air conditioners. 285 cubic feet of air per minute is directed where it's wanted or where it's needed.

The automatic controls allow selection of temperature and air flow at any level desired. Interior comfort and cooling is always controllable. The cooling system is only engaged when it is needed to insure maximum efficiency and economy. This automatic thermostatic control found on all ARA units coupled with minimum maintenance makes the Veep a sound long-term investment.

The Veep case fits snugly under the dash of any automobile without sacrificing leg room or without protruding into the interior. ARA design and engineering know-how make the Veep one of the most successful automobile air conditioners on the market today.

The Veep also is manufactured in a six volt version. None of the cooling capacity has been sacrificed, and owners of automobiles with six volt systems can now have complete cooling "all-the-way" with the Veep six volt . . . only one offered in the ARA line.

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The Veep can be installed in a few hours. Service is available nation-wide and ARA's written warranty gives "all-the-way" effective guaranteed protection wherever the unit is serviced.



COMFORT ALL THE WAY  
WITH



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